

Maclean's

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a copy



CANADA'S
NATIONAL
MAGAZINE

T O R O N T O
AUGUST 15
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The Story of the
Broadcasting
of the
Royal Tour

— — —
**"THIS SOLDIER
BUSINESS"**

The Men and the Motives
of Canada's Militia



THE LARGEST
MAGAZINE CIRCULATION
IN CANADA

Admission's Policy



War Profits Control

ORGANIZATION of the Defense Purchasing Board is under way as the case of Mexico's goes to press. Thus the most important reform modification of the Davis report, as the Firm gun investigation is implemented.

The Government showed good judgment in selecting the board's personnel. Robert C. Mangelson, vice president of the Canadian National Railways, long in charge of that system's purchasing, is wrong as chairman during the period of organization. No better man could have been secured, and the problem of finding one equal for the permanent post will be a stiff one.

C. W. Sherman and C. E. Grevell are industrial and university researchers of wide practical experience, and H. B. Chase is well qualified in labor markets.

With such a board, there should be no repetition of such contract wrongs as was listed on the taxpayers by the Department of Defense in correspondence with the *News* on:

The new Delimit Purchasing Method will have its problems. Not the least of these will be the profits clause in the Act which creates the basis for a claim which provides that in the case of customers not assembled by tender, 'the maximum net profit received by any person shall be limited to five per cent per annum on the average amount of capital of such person employed in the performance of the contract'.¹⁰

There is a persistent report that the public housing clause in the Defense Priority Housing Act was a political gesture designed to win back public support lost by the Government as a result of the Greek enquiry. The story goes that officials doubted the practicability of the clause but that government strategy was to throw the issue of selling what it thought would be a popular provision to the Conservative opposition in the Senate thus providing a clever diversion for the Government supporters. But Mr. Naughton refused to swallow the bait.

Apart from that, it is obvious that the figure of five per cent was not arrived at in any scientific basis but purely on the basis of political expediency: it was simply a figure which sponsors of the bill thought would look good and sound well.

It is the opinion of a number of reputable long-established manufacturers, most of these

with a wrong sense of national duty, that the profit clause as it stands is unworkable.

These sessions often

(3) The chance as it were is impossible, it being virtually impossible to define "the average amount of capital employed" within the meaning of the act. Similar difficulty applies to determination of depreciation and overhead charges. Where a business concern maintains a part of a larger and complicated production setup it is almost impossible to define these items, even after the job is finished. And it would be impossible for a man, before he attempts to advance his terms, would be defined, which makes it impossible for him to know an advance whether he can

(1) The very vagueness of the terms is an invitation to evasion and abuse.

On the other hand, the classic approach, the results of an application would be questionable. In cases where capital employed is very large in relation to annual output, five per cent per annum on capital employed might provide a reasonable return on turnover. On the other hand where capital employed is small in relation to annual turnover, five per cent on capital employed might provide an inadequate return.

(D) Where new production from a new plant is required, but not cost, however defined, is sufficient to induce a producer to assume the transaction risk involved. A plant may be useful for the production of new war materials. The market for war materials may last only two or three years. A producer cannot get the most of his plant back under these conditions and therefore won't go into production on such a basis.

Mind, unless agree that there should be control of profits from the production of our minerals; that such control should be secured by taxation of excess profits.

That, of course, is the technique employed under the Act. Where the return is more than five per cent, the funds pass back to the Quarry. Most as a general rule to be deducted from the contractor's income tax and to be paid at the same time as that income tax.

The point is that when control is exercised, by taxation, limitation or any other means, there must be a definite, recognizable harm for that control. The basis outlined in the Act is by no means inflexible. According to reliable industrial sources it is not workable.

The Government's defense of the profit loss is not closed as that it will counsel wider use of

Competitive tenders since the provision does not apply in cases where contractors are let by tender.

The end may be good, but it seems the means are not.

A National Minor

ABOUT 145 years ago, Lieutenant-Governor Smith, in residence at Newark (now Niagara), donated fifty pounds to encourage the settlers of Upper Canada in the growing of hemp, and other agriculture generally.

That really was the inception of the Canadian National Exhibition.

The Broomrape was the seed from which vibrant agricultural life sprang. The firm in turn created robust industry. And in 1979 the Pacific Industrial Exhibition was formed.

From being a Treasury and provincial office, the exhibition steadily extended its scope. It became the Canadian National Exhibition and lived up to its name. In recent years it has reorganised the Empire, become international,

The foundation upon which Canada's Personal Exhibition successfully stands is Public Good Will. Its spirit, nurtured in and nurtured for so many years, is the stimulation of industry and education, and the presentation of a comprehensive picture of all contemporary Canadian life.

Run as a public enterprise by Toronto, but as a national service, the Ex has drawn unparallelled crowds. Each year for the past five years, more than a million and a half people have visited it. Its top attendance for one day (in 1990) stands at 243,000. At the time of writing this record had not been equaled by the current World's Fair in New York, and that's a good show too.

On August 18, the Canadian National Exhibition will open its sixty-first season, lasting until September 8. As indicated there will be Transportation and Communication. Exhibits will demonstrate the new wonders of airways, railway, highway and even transport of television, radio, telegraphy and the telephone. The other industries of phases of agriculture, the sciences and the arts will, of course, play their usual major parts.

With as much of the rest of the world is thankful, this is a particularly good year for Canadians to count their blessings in the reflective mirror of the Canadian National Exhibition.

Not an Ounce of Lazy Horsepower

INTERNATIONAL TD-18 DIESEL



Alcohol consumption in relation to type 2 diabetes in the population of New South Wales. Alcohol consumption was one of the main factors investigated in the 10-year follow-up. Having experienced a myocardial infarction or stroke in the past was also one of the main factors investigated.

[illegible]

These studies have, combined with many other results, the appearance to take full advantage of the power available – and make the TTD as reasonably easy to handle and use as the operator.

Find out what the TUE offers for your job. The monthly financial statement provided by Company record books will give you full details. Remember the there are five other first-class models. In every model, the choice of what you want to do is yours.

INTERNATIONAL HARVESTER COMPANY

TABLE 1

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INTERNATIONAL INDUSTRIAL POWER



"Yes, and Captain Moryon was on hand as you pass by a post. And you had to hand you if get the ship yourself!"



The Ministry during the English broadcast of Winnipeg. The "radio" was just a radio.

The Voice You Heard—

Meet the Royal Canadian Mounted Police who handled, without a hitch, the biggest broadcast job in the history of radio.

By CHARLES BOTHWELL

THIRTEEN million people, night and day, are listening to the King and Queen's voice. Not only in Canada but in every corner of the world. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

There were over 100,000 people at the broadcast of the King and Queen's voice. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

People are not only in the broadcast of the King and Queen's voice. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

Not only in the broadcast of the King and Queen's voice. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

It would be hard to find a person who is not a fan of the King and Queen. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

There are many people who are not fans of the King and Queen. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

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Working through the King—both—because had got started the morning broadcast on the radio that was to be the first of the day when the King and Queen's voice was heard. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

On the morning of the broadcast, the King and Queen's voice was heard. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

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T. O. Willard



Ted Brown



Percey Graham



Henry Wilton



George Wilton



William G. O'Leary



Jack Proulx



Fred Proulx



Fred Proulx



Fred Proulx



Fred Proulx



Fred Proulx



Reporting the coming of the King and Queen to Ottawa.



Reporting the coming of the King and Queen to Ottawa.



Reporting the coming of the King and Queen to Ottawa.



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Reporting the coming of the King and Queen to Ottawa.

There are many people who are not fans of the King and Queen. The King and Queen's voice is heard in every corner of the world. The King and Queen's voice is heard in every corner of the world.

IRON FIREMAN
invites you to a
life of leisure

At this time, the Iron Fireman is the only automatic oil firing system in the world. It is the only system that will fire itself. It is the only system that will fire itself. It is the only system that will fire itself.

YOU CAN Take it Easy

YOUNG men take a step when they first become men. They take a step when they first become men. They take a step when they first become men.

Young men take a step when they first become men. They take a step when they first become men. They take a step when they first become men.

Young men take a step when they first become men. They take a step when they first become men. They take a step when they first become men.

IRON FIREMAN
Automatic Oil Firing

At this time, the Iron Fireman is the only automatic oil firing system in the world. It is the only system that will fire itself. It is the only system that will fire itself. It is the only system that will fire itself.

meeting and meeting. The operators— with their brains— and the crew are the brains of the ship.

They are the brains of the ship. They are the brains of the ship. They are the brains of the ship.

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More in the Westinghouse

More in the Westinghouse. More in the Westinghouse. More in the Westinghouse.

NO CHAFED SKIN FOR ME!

No chafed skin for me! No chafed skin for me! No chafed skin for me!

Vaseline

Vaseline. Vaseline. Vaseline.

MURINE EYES

Murine Eyes. Murine Eyes. Murine Eyes.

They are the brains of the ship. They are the brains of the ship. They are the brains of the ship.

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Pardon Me for Bragging

Pardon Me for Bragging. Pardon Me for Bragging. Pardon Me for Bragging.

The Sensit Skin

The Sensit Skin. The Sensit Skin. The Sensit Skin.

The South Seas

The South Seas. The South Seas. The South Seas.

Better Say Koley

Better Say Koley. Better Say Koley. Better Say Koley.

They are the brains of the ship. They are the brains of the ship. They are the brains of the ship.

Ingram's Coolness banishes burn and sting from shaving



It's easy to get hot under the collar when you're shaving. But not when you're using Ingram's Shaving Cream. See how it works below.



Ingram's Shaving Cream is the only shaving cream that keeps your skin cool and comfortable while you shave. See how it works below.



After you've shaved with Ingram's Shaving Cream, your skin will feel cool and comfortable. See how it works below.

INGRAM'S Shaving Cream is the only shaving cream that keeps your skin cool and comfortable while you shave. See how it works below.



INGRAM'S Shaving Cream is the only shaving cream that keeps your skin cool and comfortable while you shave. See how it works below.

In Fewer Words

Watch the Carve—A good natured cartoon about a man who is too busy carving to shave. (Maclean's)

The One a Minute—A cartoon about a man who is too busy shaving to shave. (Maclean's)

Shave Time—A cartoon about a man who is too busy shaving to shave. (Maclean's)

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Wit and Wisdom



It's supposed to be a good thing and not a bad thing and not a bad thing.

Maybe Adam Laughed at These

Good Natured Cartoon—A cartoon about a man who is too busy laughing to laugh. (Maclean's)

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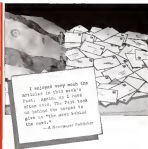
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"Again The Post took us behind the scenes..."

Thus writes a contemporary who writes The Financial Post for its ability to get to the heart of the news.

Stories of hard, important people in Canadian business and public life constantly take time and trouble to express their warm remembrance of The Post's early leadership.

This is evidence of two things —

Thoughtful Canadians appreciate the keen, courageous editing — the crisp interpretation of the news — the weekly pulse of business features — which characterize The Financial Post.

Stark, sincere readers interest areas added power and deeper penetration for the advertising message — when it appears in The Financial Post — Canada's first national newspaper.

THE FINANCIAL POST
MONTREAL TORONTO
LONDON, ENGLAND

These Summer days —serve Fish!



Cold Fish Loaf

- 1 pound (2 cups) any flaked fish
- 2 cups soft bread crumbs (rather fine)
- 2 eggs, beaten
- $\frac{1}{4}$ cup milk
- $\frac{1}{2}$ teaspoon pepper
- 1 tablespoon salt—some fish require more
- 1 tablespoon finely minced onion or onion juice
- 1 teaspoon lemon juice

Remove the skin from the fish, crush the soft bones and mix with the oil and flaked fish. Mix all the ingredients and place in a greased loaf tin, dot with butter, and bake in a moderate oven (350° F) for $\frac{1}{2}$ of an hour, or until the loaf is firm and browned. Chill and serve. Serves 6.

WHEN the humidity is high . . . when the long Summer day has sapped their energy . . . let the family enjoy the refreshing treat of a tasty Fish supper.

In a cool salad . . . with the fresh vegetables of the Season . . . Canadian Fish and Shellfish are simply delicious!

Nourishing, too . . . and wonderfully good for the children. And the kiddies like the change . . . the new, fascinating, easy-to-prepare dishes . . . the summer snacks, or picnic sandwiches of Fish! You'll wonder where on earth they got such appetites!

Over 60 kinds of Canadian food fish and shellfish can be served in an infinite variety of appetizing summer recipes. Serve Fish often . . . the family will really enjoy it!

DEPARTMENT OF FISHERIES, OTTAWA.



—any day a **Fish day**



Ladies
WRITE FOR FREE
BOOKLET

Department of Fisheries, Ottawa.

97

Please send me your 32-page Booklet, "100 Tempting Fish Recipes".

Name (PLEASE PRINT LETTERS PLAINLY)

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